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PL

RICHMOND, VIRGINIA

R. B. SELIGMAN

To: Mr. R. N. Thomson

Date: June 13, 1977

From: J. E. Wickham

Subject: Age of Philip Morris Brands As Obtained  
in the FTC Market Sample #19

The Philip Morris brands obtained in the FTC Market Sample #19 were examined for their date of manufacture. The attached graphs show the age distribution (in months) of the various Philip Morris brands.

Two packs of each brand were picked up from a retail outlet in each of 50 cities for both the FTC and TITL laboratories. This would make a total of 100 packs of a brand for each laboratory and this is dependent upon the brand being available; therefore, in some cases less than 100 packs of each brand were obtained.

Market Sample #19 was picked up during March, 1976 by Systems Technology. The majority (84%) of the packs obtained were less than six months old. Sixty-nine percent (69%) were three months or less old.

JEW:gmm

cc: Mr. F. E. Resnik  
Dr. R. B. Seligman ✓

Attachments

JEW

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